

Message Text

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PAGE 01 CASABL 00053 161131Z
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UNCLAS CASABLANCA 0053

E.O. 11652: N/A
TAGS: BEXP, MO
SUBJ: CASABLANCA TEXTILE AND LEATHER SHOW, MAY 1978

REF: RABAT 7153 B) USDOC 0517

1. SUBJECT SHOW WILL PLACE PRIMARY EMPHASIS ON MOROCCAN TEXTILE AND LEATHER PRODUCTS AND THEIR PRODUCTION AND SALE, WITH AIM OF GENERATING SALES OF MOROCCAN TEXTILE PRODUCTS (ESPECIALLY CLOTHING AND KNITWEAR) WHICH WERE MADE SUBJECT TO IMPORT RESTRICTIONS BY EEC LAST YEAR. PRODUCTS WXHIBITED WILL INCLUDE COMPLETE LINES OF TEXTILE MACHINERY, LEATHER WORKING MACHINERY AND EQUIPMENT FOR THE GARMENT INDUSTRY; ALSO RAW AND SEMI-FINISHED MATERIALS USED IN TEXTILE PRODUCTION AS WELL AS COMPLETE LINE OF FINISHED MOROCCAN PRODUCTS. NOTE THAT ALL MAHINERY AND MUCHRAW MATERIAL IN IMPORTED, AND THIS IS WHERE WE BELIEVE BEST PROSPECTS OF U.S. SALES LIE. SMALL RATHER THAN LARGE FIRMS CHARACTERIZE BOTH TEXTILE AND LEATHER PRODUCTS INDUSTRIES HERE.

2. 187 LOCAL AND 12 FOREIGN EXHIBITORS (REPRESENTING TOTAL OF 115 FOREIGN AND 12 LOCAL SUPPLIERS) PARTICIPATED IN LAST TEXTILE AND LEATHER SHOW IN 1976. FOREIGN EXHIBITORS INCLUDED 8 PRIVATE FIRMS (NONE FROM USA) AND 4 FOREIGN COUNTRIES (IRAQ, POLAND, MAURITANIA, SYRIA).

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TOTAL AREA AVAILABLE FOR SUBJECT SHOW IS THE 20,000 SQUARE METER FARGROUNDS WHERE CASABLANCA INTERNATIONAL TRADE FAIR TAKES PLACE. IN 1976 FAIR OCCUPIED NEARLY 6000 SQUARE METERS, 42650 LOCAL AND 350 FOREIGN VISITORS ATTENDED SHOW.

3. CASABLANCA FAIR AUTHORITY CHARGES DH 60 (APPROXIMATELY \$15.00) PER SQUARE METER FOR RENTAL OF SPACE. BOOTH CONSTRUCTION,

WATER, ELCTRICITY, TELEPHONE, AND OTHER EXPENSES INCLUDING TAXES
ARE CHARGED TO EXHIBITORS.

4. IF US FIRMS UNABLE TO PARTICIPATE IN SUBJECT SHOW THEY MIGHT
CONSIDER SENDING REPRESENTATIVE TO CASABLANCA TO ATTEND SHOW
AND EXPLORE BUSINESS OPPORTUNITY WITH LOCAL EXHIBITORS.
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